

## Message Text

UNCLASSIFIED

PAGE 01 MANILA 05236 060849Z

20

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

----- 044846

R 060804Z MAY 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3210

UNCLAS MANILA 5236

E.O. 11652: NA

TAGS: BFOL, RP

SUBJ: WTDR/FTI - KEYSER MERCANTILE CO., INC.

REF: UNCLAS WASHDC 4817

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. KEYSER MERCANTILE CO., INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 3535; 231 AGUADO ST., SAN MIGUEL

6. MANILA, PHILIPPINES

7. ESTBL: 1949 8. EMPL: 25 9. SIZE: (19-X) LARGE

10. REPUTATION (22-X) GOOD 12. RPT DATE: 04/74

13A. 38610/35 WHOLESALE DIST. & IMPT. PHOTOGRAPHIC EQUIP-  
MENT & SUPPLIES

13B. 38615/35 WHOLESALE DIST. BLACK AND WHITE AND COLORED  
FILMS FOR MOTION PICTURES

13C. 38619/35 WHOLESALE DIST. X-RAY FILMS

13D. 38611/35 WHOLESALE DIST. CAMERAS & ENLARGERS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 05236 060849Z

13E. 38618/35 WHOLESALE DIST. PHOTOGRAPHIC CHEMICALS

13F. 36520/35 WHOLESALE DIST. CASSETTES AND BULK TAPES

13G. 38615/9 DEVELOPING FILM

14. OFFICER: ANTONIO GOCOLAY TITLE: PRES.-GEN. MGR.

15. CABLE: "KEYMERCO" MANILA 16. TELEX: NA

17. PHONE: 48-79-94, 48-68-52 & 40-13-21

18. FINANCIAL REFERENCES: EQUITABLE BANKING CORPORATION,  
MANILA, PHILIPPINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: FUJI PHOTO FILM CO.  
LTD., JAPAN, PHOTOGRAPHIC SUPPLIES, EXCLUSIVE AGENCY  
ACQUIRED SEVERAL YEARS AGO.

20. OFFICE AND STOCKROOM MAINTAINED IN MANILA. WHOLESALE  
DISTRIBUTOR OF PHOTOGRAPHIC EQUIPMENT AND SUPPLIES. ALSO  
OFFERS DEVELOPING SERVICES FOR COLORED AND BLACK AND WHITE  
PHOTOGRAPHIC FILMS. REQUIREMENTS OBTAINED FROM FIRMS IN  
JAPAN. MERCHANDISE MARKETING THROUGH TELEPHONE CONTACTS  
AND DIRECT SALES TO CUSTOMERS IN GREATER MANILA AREA.  
OFFICER APPEARS COMPETENT AND RELIABLE. FINANCIAL STATE-  
MENTS FOR 1973 NOT AVAILABLE. AS OF DECEMBER 31, 1972  
TOTAL ASSETS P5.6 MILLION, NET WORTH P3.4 MILLION, SALES  
P8.9 MILLION AND NET PROFIT P347 THOUSAND. CREDIT REPUTATION,  
SATISFACTORY. RECOMMENDED AS TRADE CONTACT FOR INTERESTED  
AMERICAN FIRMS.  
SULLIVAN

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 MAY 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974MANILA05236  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740108-0692  
**From:** MANILA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740572/aaaacmdy.tel  
**Line Count:** 93  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** UNCLAS WASHDC 4817  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 23 OCT 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <23 OCT 2002 by elyme>; APPROVED <28-Oct-2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI - KEYSER MERCANTILE CO., INC.  
**TAGS:** BFOL, RP  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005